

UTAH ARTS AND MUSEUMS

DRAFT * PERFORMANCE GOALS WORKSHEET * DRAFT

STRUCTURE				
Good	Better	Best	Prioritized actions	Date/milestone reached
We know our organizational status	We maintain some founding and governing documents articles of incorporation bylaws 501(c)(3) letter charitable solicitations permit policies board minutes	We maintain all founding and governing documents articles of incorporation bylaws 501(c)(3) letter charitable solicitations permit policies board minutes		
We have developed a mission statement	Our mission statement accurately describes our scope, purpose and audience	Our activities are measured against our mission statement		
We set goals	We have a written strategic plan	We regularly set goals and track progress on our strategic plan		
Our governing body has governing documents and bylaws	Our governing body abides by its governing documents	Our governing body regularly reviews its governing documents		

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STAFF/VOLUNTEERS				
Good	Better	Best	Prioritized actions	Date/milestone reached
Our staff and volunteers have job descriptions	Our job descriptions are regularly reviewed and accurately represent staff duties	We have personnel policies that are communicated and regularly revised		
We have read and generally agree to abide by a professional code of ethics statement	We have adopted our own institutional code of ethics	As with other personnel policies, our code of ethics is regularly reviewed, updated, and consulted		
We encourage staff and volunteers to seek professional development on their own	We provide incentives for staff and volunteers to seek professional development	We plan and budget for staff and volunteer professional development		
We <i>recruit</i> paid staff and/or volunteers	We <i>retain</i> staff/volunteers through staff development and advancement	We have a succession plan for key staff positions		

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FINANCE				
Good	Better	Best	Prioritized actions	Date/milestone reached
We maintain records of expenses, revenues, donations and in-kind contributions	We have established and follow internal policies for the handling of funds	Our policies include checks and controls such as separation of duties and multi-person control		
We prepare financial statements	We regularly prepare financial statements	We regularly prepare and review financial statements		
Our governing authority reviews our financial statements	Our governing authority approves an annual budget	Our governing board regularly and thoroughly reviews the financial statements and budget		
We engage in fundraising activities	We have a fundraising plan connected to future needs	Our staff and goerning authority are actively engaged in raising resources		

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FACILITIES				
Good	Better	Best	Prioritized actions	Date/milestone reached
We have some ownership, lease, maintenance, grounds and security documentation	We maintain copies of all ownership, lease, maintenance, grounds and security documentation	We regularly review renewable partnerships and contracts		
Facilities and grounds are well maintained	We have a plan for addressing facility maintenance and repairs	We have a plan for improvements and capital acquisitions		
We have a security policy	Our security policy covers at least two of the following: collections, exhibitions, building	Our security policy is fully in place for collections, exhibitions and the building		
Our museum is ADA compliant (wheelchair accessible, etc)	We have gone beyond compliance to be more accessible to all (staff, visitors)	Accessibility is fully considered in all our planning		
We have minimal property and liability insurance	Our facility is insured and liability insurance maintained	We have risk management procedures and plans in place		

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FACILITIES Continued				
Good	Better	Best	Prioritized actions	Date/milestone reached
We have working fire alarms	We have additional fire protection such as extinguishers, sprinklers...	We conduct fire drills and meet with the fire marshall to check code compliance		
We have a disaster plan	Our disaster plan covers a wide variety of possible incidents (fire, flood, earthquake, violence)	We regularly review and practice our plan		
COLLECTION				
Good	Better	Best	Prioritized actions	Date/milestone reached
We have accession records	Our accession records are organized	Duplicate accession records are kept securely off-site		
Collection is partly catalogued	Collection is catalogued	Collection is catalogued and photographed		
We have a collections management policy	Our collections management policy includes a definition of the collection	Our collections management policy covers loans, donations, accession and deaccession		

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EDUCATION				
Good	Better	Best	Prioritized actions	Date/milestone reached
We have developed educational programs	Our educational programs relate to our mission and/or utilize the collection	We have an educational philosophy/mission that supports the museum's mission and utilizes the museum's collection and resources		
Educational programs are organized with an audience in mind	Educational programs are organized around a few different ages and groups	Educational programs are organized for a variety of ages, abilities and cultural backgrounds		
We have educational programming	Education programs strive to provide a variety of experiences for different ways of learning	Education programs provide an opportunity for visitors to engage and interact and give feedback		

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PUBLIC RELATIONS				
Good	Better	Best	Prioritized actions	Date/milestone reached
We have a rough estimate of attendance	We have an accurate count of attendance	We track attendance and key information about visitors (age, zip code, how they heard about us, etc)		
We have regular hours of operation	Our community is aware of our hours of operation	We promote our hours of operation outside our community.		
We engage in some PR and marketing activities	Our PR and marketing activities are organized through a marketing plan, and tailored to reach target audiences	Our marketing plan connects PR and marketing activities to multiple audiences and stakeholders. PR and marketing activities are evaluated for their effectiveness and return on investment		